Permit #F00022205-A

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00022205-A **Type of Permit:** FILMING **Release Date:** 11/18/2009

Production Company GREY ADVERTISING

Insured Company Name GREY ADVERTISING
Contact Phone No. 1 818-883-0033
Contact Phone No. 2
Fax 818-883-0034
Address 777 3RD AVE
NEW YORK, New York 10017

Production Title FEBREEZE

Type of Production Commercial - Standard

Producer n/a n/a

Director Paul Goldman

1st AD Robert Elkin

Production Manager Tatiana Valin

FilmL.A. Coordinator Daniel Alvarez

Location Manager Smadar Sparrow Vaknin
Primary Phone Office - 424-258-1000
Secondary Phone Mobile - 310-433-0668

Location Assistant n/a n/a
Primary Phone Mobile - n/a
Secondary Phone

Fees

FILMLA FILM PERMIT RIDER FEE $100.00

Total Permit Fee $100.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

Permit Number F00022205-A
Production Company GREY ADVERTISING
Insured Company GREY ADVERTISING
Production Title FEBREEZE

Location Manager Smadar Sparrow Vaknin
Primary Phone Office - 424-258-1000
Secondary Phone Mobile - 310-433-0668

Location Address 6622 Lankershim Blvd, Los Angeles, CA, 91606

Location Names

Location Type Car Wash

Location Description

Film Dates 11/18/2009 - 11/18/2009 06:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Community Survey Obtained
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document the sweet shop agent letter169.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	50
Cube Trucks	4
Generator	1
Motor Homes	1
Picture vehicles	1
Vans	2

Personnel on Location

Type	Quantity
Cast	1
Crew	70
Extras	5
Off-Duty/Retired LAPD Officer(s)	2
Spot Check	1

Filming Activities Equipment on sidewalk, in curb lane & across street; Interior and exterior dialogue; Intermittent traffic control - 2 minutes standard; Crane; Drive thru car wash;

Jurisdiction **Political:** Los Angeles City - Council District 14 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note Rider A adds intermittent traffic control

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

NOT A PERMIT

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Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of THE SWEET SHOP ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 11-16-09

THE SWEET SHOP
Name of Principal

By: _____
Representative's Signature

Tatiana Vallin
Print Representative's Name

PRODUCTION SUPERVISOR
Representative's title

6033 WASHINGTON BLVD

CULVER CITY, CA 90232
Principal's Address

424.258.1000
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NO PERMIT